THE ROARING TWENTIES
Flappers, Gangsters, and Pinkos... Oh my!
What defined the Twenties?

<table>
<thead>
<tr>
<th>A Retreat from Responsibility</th>
<th>An Era of Reactionaries</th>
</tr>
</thead>
<tbody>
<tr>
<td>An Era of Isolationism</td>
<td>An Era of Intolerance</td>
</tr>
<tr>
<td>The Aspirin Age</td>
<td>The Business of America is Business</td>
</tr>
</tbody>
</table>
“This is a story of America between two Wars, told in terms of the most significant, or typical, or utterly fantastic new events of the gaudy and chaotic years that separated Versailles from Pearl Harbor. . . We seem to have fluctuated between headaches: sometimes induced by prohibition, more frequently by the fevered pace of time. During these throbbing years we searched in vain for a cure-all, coming no closer to it than the aspirin bottle; hence: The Aspirin Age. . . Twenty-two prominent authors, all closely connected with the period have written . . . [what] is, I hope, no mere chronicling of the arresting events, but rather a recreation of a strange and almost somnambulistic time when America was much younger in spirit than it ever can be again.”

-Isabel Leighton
A SOCIETY IN TURMOIL

“[the] world has been convulsed . . . and every field of thought and action has been disturbed . . . The most settled principles and laws of society . . . have been attacked.” –Presbyterian Magazine, 1919
Challenge to traditional values

Modernist movement

Fear

New Technology

Change

New Culture
Return of soldiers
Demobilization
Labor unrest
Recession
RECESSION OF 1919-1921

= economic slowdown
  • INFLATION
    o Why? Lift of wage/price controls
    o \( \Rightarrow \) COL high
  • GNP down
    o Why? Demand
LABOR UNREST

- Workers vs. Owners, AGAIN
  - Class warfare?

- Business booms, unions suffer

- Inflation + high COL + little job security + bad conditions + lost benefits
  - Adamson Act (1916), open shops, Welfare Capitalism

- Esch-Cummins Transportation Act (RR Trans. Act)
STRIKE!

- 1/19 - Seattle: Shipyard workers/docks
- 11/19 - Boston: Police Force
  - Unionize → strike → lost jobs
  - Gov. Calvin Coolidge
    - “There is no right to strike against the public safety.”
- 9/19 - Steelworkers
- 11/19 - Coalminers
FARMING

- Golden Age = 1896-1920
  - Farmers = merry, prosperous
  - WWI $\rightarrow$ false sense of prosperity

- End of war $\rightarrow$ debt
  - New tech.
  - Expansion $\rightarrow$ surplus
  - End of wartime control
  - $\rightarrow$ Farmers = fearful, disillusioned
The Red Scare
FEAR SPREADS

- Fear of radicalism
  - Bolshevik Rev. → Soviet Union (1921) → collectivization
  - Loss of property
  - Comintern = org. to spread Comm. Revs around world
June 2, 1919- 8 bombs mailed to U.S. leaders
  • Terrorism? Sign of revolution?
  • Boston, NY, DC (Palmer), Pitt., Phil., E. Orange, Newton, Patterson
    • Earlier April bombs
    • Wall Street

Unions = radicalism & terrorists
  • Ex: Debs
THE PALMER RAIDS

- What’s the fix?
  - “The Fighting Quaker”

- 11/1919-1/1920: RAID!
  - Why support?
    - Raid homes and offices without warrant
    - Deportations- the “Soviet Ark”
    - Jailed w/o evidence or attorney
    - No court hearing
      - Centralia, WA issue

- May Day Dupe = END of Palmer Raids
  - Palmer loses support
SACCO AND VANZETTI

- Radicals! Anarchists! Immigrants! Wobblies!
- Charged w/ murder of paymaster & guard @ shoe factory in South Braintree, MA
  - Executed
F E A R  O F  I M M I G R A N T S
IMMIGRATION RESTRICTIONS

Why?

- Slow pop. growth, protect US from radicals
- Xenophobia
- Right vs. Wrong immigrants (Prescott Hall)
- Radicals (Conserv.), block voting (politicians), overcrowded cities (reformers)
The Quota System: “America for Americans” - Coolidge

How?
- Literacy Test
- Laws

Emergency Quota Act - 1921
- 3%, 1910

Immigration Act of 1924
- 2% 1890

National Origin Act - 1929
- 150k total
**Effect**

- Purpose to tilt balance to old immigrant nations
- Exclusion of people from East Asia
- Gate still open to W. Hemisphere
  - Increase in Hispanic Catholic population
  - Mexicans, Puerto Ricans, Cubans
The Americanese Wall, as Congressman Burnett would build it.

Uncle Sam: You're welcome in—if you can climb it!
The State of Louisiana
Literacy Test (This test is to be given to anyone who cannot prove a fifth grade education.)

Do what you are told to do in each statement, nothing more, nothing less. Be careful as one wrong answer denotes failure of the test. You have 10 minutes to complete the test.

1. Draw a line around the number or letter of this sentence.
2. Draw a line under the last word in this line.
3. Cross out the longest word in this line.
4. Draw a line around the shortest word in this line.
5. Circle the first, first letter of the alphabet in this line.
6. In the space below draw three circles, one inside (engulfed by) the other.

7. Above the letter X make a small cross.
8. Draw a line through the letter below that comes earliest in the alphabet.
   ZVSBDMKITPHC
9. Draw a line through the two letters below that come last in the alphabet.
   ZVBDMKTPHSYC
10. In the first circle below write the last letter of the first word beginning with “L”.
    1 2 3 4 5
11. Cross out the number necessary, when making the number below one million.
    1000000000
12. Draw a line from circle 2 to circle 5 that will pass below circle 2 and above circle 4.
    1 2 3 4 5
13. In the line below cross out each number that is more than 20 but less than 30.
    31 16 48 29 53 47 22 37 98 26 20 25
<table>
<thead>
<tr>
<th>Country</th>
<th>Count</th>
<th>Country</th>
<th>Count</th>
<th>Country</th>
<th>Count</th>
<th>Other</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>51,227</td>
<td>Poland</td>
<td>5,982</td>
<td>Africa</td>
<td>1,100</td>
<td></td>
<td></td>
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<tr>
<td>GB</td>
<td>34,007</td>
<td>Italy</td>
<td>3,875</td>
<td>Armenia</td>
<td>124</td>
<td></td>
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<tr>
<td>Ireland</td>
<td>28,567</td>
<td>Czech.</td>
<td>3,073</td>
<td>Australia</td>
<td>121</td>
<td></td>
<td></td>
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<tr>
<td>Sweden</td>
<td>9,561</td>
<td>Russia</td>
<td>2,248</td>
<td>Palestine</td>
<td>100</td>
<td></td>
<td></td>
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<tr>
<td>Norway</td>
<td>6,453</td>
<td>Yugo.</td>
<td>671</td>
<td>Syria</td>
<td>100</td>
<td></td>
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<tr>
<td>France</td>
<td>3,954</td>
<td>Romania</td>
<td>603</td>
<td>Turkey</td>
<td>100</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Denmark</td>
<td>2,789</td>
<td>Portugal</td>
<td>503</td>
<td>Egypt</td>
<td>100</td>
<td></td>
<td></td>
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<tr>
<td>Switz.</td>
<td>2,081</td>
<td>Hungary</td>
<td>473</td>
<td>NZ</td>
<td>100</td>
<td></td>
<td></td>
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<tr>
<td>Nether.</td>
<td>1,648</td>
<td>Lith.</td>
<td>344</td>
<td>Other</td>
<td>1,900</td>
<td></td>
<td></td>
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<tr>
<td>Austria</td>
<td>785</td>
<td>Latv.</td>
<td>142</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>1,411</td>
<td>Other</td>
<td>555</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td>142,483</td>
<td></td>
<td>18,439</td>
<td></td>
<td>3,745</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- Germany
- Poland
- Africa

86.5% 11.2% 2.3%

http://historymatters.gmu.edu/d/5078/
The Only Way to Handle It
THE RISE OF THE NEW KLAN
100% Americanism

- WASP nativists
  - vs. African-Americans, Catholics, Jewish population, immigrants, “demon rum”, saloons
  - Use terror, assault

→ further spread

- Response to
  - Shifting morals, decline in influence of church, social permissiveness, city life
  - Defend Traditional America- God and country!
NATIVE AMERICANS.
BEWARE OF
FOREIGN INFLUENCE
CITY vs. RURAL AMERICA

- Industrial powerhouses
- High population
- Varied cultures
- Mass transit
- Activities: movies, vaudeville, clubs, gambling, drinking, casual dating
- People discussed & argued social and scientific ideas—tolerance of other ideas and values
- Fast-paced life, impersonal, strangers
- Had to have endurance to survive!

- Rural towns, farming communities
- People bound together by conservative morals, religion, friends, family
- Perspectives often the same
- Slow-paced life, intimate relationships
- Judgment often on background, not accomplishment
FUNDAMENTALISM
OLD VS. NEW RELIGION

- Literal translation of Bible vs. modernism
  - Take note of scientific discoveries, higher criticism
- WJB = a crusader for fundamentalism!
  - 1925- Butler Act = ban on teaching evolution in TN
THE SCOPES MONKEY TRIAL

- Dayton, TN: John T. Scopes
  - Accepts ACLU idea to be test case
    - TEXTBOOK ISSUE

- Starring. . .
  - WJB- prosecution
  - Clarence Darrow- defense
    - Fundamentalism vs. Modernism

- WJB called as expert witness → “fool ideas”

- Scopes GUILTY
  - “A duel to the death.” -WJB
Adaptations in Mammals. — Of the thirty-five hundred species, most inhabit continents; a few species are found on different islands, and some, as the whale, inhabit the ocean. They vary in size from the whale and the elephant to tiny shrew mice and moles. Adaptations to different habitat and methods of life abound; the seal and whale have the limbs modified into flippers, the sloth and squirrel have limbs peculiarly adapted to climbing, while the bats have the fore limbs modeled for flight.

Lowest Mammals. — The lowest are the monotremes, animals which lay eggs like the birds, although they are provided with hairy covering like other mammals. Such are the Australian spiny anteater and the duck mole.

All other mammals bring forth their young developed in a form similar to their own. The kangaroo and opossum, however, are provided with a pouch on the under side of the body in which the very immature, blind, and helpless young are nourished until they are able to care for themselves. These pouched animals are called marsupials.

The other mammals may be briefly classified as follows:

Classification of Higher Mammals

Order I. Edentata. Toothless or with very simple teeth. Examples: armadillo, sloth, armadillo.

Order II. Insectivora. Smaller teeth chisel-shaped, usually two above and two below. Examples: beaver, rat, porcupine, rabbit, squirrel.

Order III. carnivora. Adapted to marine life. Examples: whale, porpoise.

Order IV. Ungulates. Hoofs, teeth adapted for grinding. Examples: (a) odd-toed, horse, rhinoceros, tapir; (b) even-toed, ox, pig, sheep, deer.

Order V. Carnivora. Long canine teeth, sharp and long claws. Examples: dog, cat, fox, bear, wolf, and sea lion.

Order VI. Proboscidea. Example: elephant.

Order VII. Chiroptera. Four limbs adapted to flight, teeth pointed. Example: bat.

Order VIII. Primates. Erect or nearly so, fore appendages provided with hand. Examples: monkey, ape, man.

The Doctrine of Evolution. — We have now learned that animal forms may be arranged so as to begin with very simple one-celled forms and culminate with a group which contains man himself. This arrangement is called the evolutionary series. Evolution means change, and these groups are believed by scientists to represent stages in complexity of development of life on the earth. Geology teaches that millions of years ago, life upon the earth was very simple, and that gradually more and more complex forms of life appeared, as the rocks formed latest in time show the most highly developed forms of animal life. The great English scientist, Charles Darwin, from this and other evidence, explained the theory of evolution. This is the belief that simple forms of life on the earth slowly and gradually gave rise to those more complex and that thus ultimately the most complex forms came into existence.

The Number of Animal Species. — Over 500,000 species of animals are known to exist to-day, as the following table shows.

<table>
<thead>
<tr>
<th>Kingdom</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Protista</td>
<td>8,000</td>
</tr>
<tr>
<td>Sponges</td>
<td>2,500</td>
</tr>
<tr>
<td>Cnidaria</td>
<td>4,000</td>
</tr>
<tr>
<td>Echinoderma</td>
<td>4,000</td>
</tr>
<tr>
<td>Flatworms</td>
<td>5,000</td>
</tr>
<tr>
<td>Roundworms</td>
<td>1,300</td>
</tr>
<tr>
<td>Annelida</td>
<td>4,000</td>
</tr>
<tr>
<td>Insects</td>
<td>380,000</td>
</tr>
<tr>
<td>Myriapoda</td>
<td>2,000</td>
</tr>
</tbody>
</table>

Total: 518,900
[3] He's Always Seeing Things. (Orr in the *Chicago Tribune*)
THE SCOPES MONKEY TRIAL

- Video Clip
  - http://www.youtube.com/watch?v=AMWXc365HMU
Youth Culture & The “Young Generation”

- On “adolescence”
  - “The growing secularism of American culture and its expanding emphasis on training and expertise found reflection in the increasingly important role of education in the lives of American youth. The growing emergence of education contributed to the emergence of a separate youth culture.”

- Schools, colleges ➔ environment to develop social patterns, interests, activities outside the home and influence of families
THE LOST GENERATION

- Gertrude Stein, “You are all a lost generation.”
- Values after war?
  - US intolerant, materialistic, unspiritual
- 1920s-30s: writers in Paris, modernist movement
  - Believe in
    - Youthful idealism
    - Sought meaning of life
    - Love affairs
    - Drinking
      - Hemingway, Fitzgerald, Dos Passos, Pound, Lewis
- Post-WWI generation
“The Noble Experiment”

Wet vs. Dry
PROHIBITION

- Drive for moral righteousness, conformity
- Shift by WCTU & ASL
  - Individual $\Rightarrow$ nat’l law

- Much support gained during WWI
  - = a test of patriotism

- 18th Amendment = ban on manufacture, sale, transport of intoxicating liquors
  - Effective Jan. 1920

- Volstead Act = definition of “intoxicating,” power to gov’t to enforce law
Effects

SUCCESS?
- Hopes vs. reality
- Early success vs. early failure

Economic impact

What’s the problem? ENFORCEMENT
- Not much local support, $$ in bootlegging, no more sacrifice!

Loopholes
- Pharmacies, churches, home brewing
THE FAILURE OF PROHIBITION

- Disrespect for law enforcement
  - Corruption
  - Slow legal system $\rightarrow$ “plea bargain”
  - “Victimless Crime”

- Organized crime- $$ in bootlegging
  - Also: gambling, extortion, systematic vice
  - $$ + auto + sub machine gun = mobility & firepower
    - Al Capone, $60 \text{ m./yr} + 45 \text{ m. racketeering}
      - Vs. Eliot Ness
    - Bill McCoy
PROGRESSIVISM ENDS
Disillusionment and Reaction
A BETTER WORLD?

- **Success**
  - 19th Amendment, trust busting, child labor laws

- **BUT . . .

- **Disillusionment**
  - Economic problems, labor unrest, racial tension, antiradicalism
Failure of Progressivism

“It is only once in a generation that a people can be lifted above material things. That is why conservative government is in the saddle two-thirds of the time.” - Wilson

Do better laws make better lives?

- WWI- US turns to isolationism
  - Red Scare
- 16th Amend. fails to redistribute wealth
  - Farmers, workers
- 19th Amend. → few changes in politics
- 18th Amend. to save families → openly disregarded
1920 Election

- Issues over disillusionment, recession, peace treaty/LON
  - fear of radicals, terrorists, l
  - Labor unrest
  - Workers, farmers
  - Last election campaign by phonograph
“America’s present need is not heroics, but healing; not nostrums, but normalcy; not revolution, but restoration; not agitation, but adjustment; not surgery, but serenity; not the dramatic, but the dispassionate; not experiment, but equipoise; not submergence in internationality, but sustainment in triumphant nationality.” -WGH
ON PROGRESSIVISM

- Americans “were tired of issues, sick at heart of ideals, and weary of being noble.”
  - William Allen White, progressive journalist
A RETURN TO NORMALCY

Warren G. Harding
1920-1923*
Mr. Carson or Mr. President?
HARDING VOCAB 101

Bloviate: (v) speaking with gaseous eloquence
RESIDENTIAL FOCUS

- Return to normalcy
  - Pre-Progressive Era
- Gov. out of business
- Opposition to social programs of Progressives
- Reject LON
DISARMAMENT: 11/21-2/22

- WGH- Desire to reduce army, isolate US from others
- 1921- Washington Naval Conference
  - Hughes- SOS, in DC
  - 4, 5, 9 Power Treaty
  - DISARMAMENT
  - Japan, GB, US
    - Pacific Peace
    - Cryptography
    - Battleships lost
NOTABLE ISSUES

- Red Scare (1919-1921)
  - Sacco-Vanzetti Trial
- Labor Unrest
  - 4 strikes
- Immigration restriction
- Budget and Acct. Act (1921)
  - Annual budget
- Dawes Plan (1924)
  - Stabilize Weimar economy
THE OHIO GANG: GRANT REDUX

- Harry M. Daugherty- Att.Gen. (crook)
- Albert Fall- SOI (prison)
- Andrew Mellon- SOT*
- Charles Evans Hughes- SOS*
- Herbert Hoover- SOC*
- Henry Wallace- AG

- Taft → SC Justice
TAXES AND TARIFFS

- Mellon Plan = effort to lower income taxes
  - 60% → 50% → 25% → 20%
    - Wealth with few = capital investment
  - 4% → 3%

- Fordney-McCumber Tariff (1922)
  - Chemical/metal products, farm goods

- Gov. spending cuts

- Nat’l debt lowered

- BALANCED BUDGET
SCANDAL!

- Teapot Dome (1923) = Watergate = corruption

- Others:
  - Prohibition bureau

- “I have no trouble with my enemies, I can take care of my enemies all right. But my damn friends... they’re the ones that keep me walking the floors at night!” - WGH
“SILENT CAL”
1923-1928
A NEW OLD STYLE

- Image of traditional roots, solid integrity
- Revert to GA form: passive Pres., leadership in Congress
  - He “aspired to become the least President the country had ever had. . .”
THE BUSINESS OF AMERICA IS BUSINESS

- Focus on industrial development
  - At expense of labor & AG
- Unleash free enterprise
- End gov. regulation
- Reduce taxes

“Never before... Has a government been so completely fused with business.” -WSJ
“After all, the chief business of the American people is business. They are profoundly concerned with producing, buying, selling, investing and prospering in the world. I am strongly of the opinion that the great majority of people will always find these the moving impulses of our life.”
“Of course, the accumulation of wealth cannot be justified as the chief end of existence,” he said. “But we are compelled to recognize it as a means to well-nigh every desirable achievement. So long as wealth is made the means and not the end, we need not greatly fear it...But it calls for additional effort to avoid even the appearance of the evil of selfishness. In every worthy profession, of course, there will always be a minority who will appeal to the baser instinct. There always have been, probably always will be, some who will feel that their own temporary interest may be furthered by betraying the interest of others.”
1924 Election: Keep Cool with Coolidge

- Repub. Coolidge v. Dem. John Davis
  - Prosperity, party split, Harding scandals
  - Robert La Follette (R) for Progressives
  - “I am a member of no organized political party. I am a Democrat.” - Will Rogers
- New urban culture vs. tradition
A SURGING PROSPERITY

- New consumer goods
  - For general public
    - Handheld cameras, watches, washing machines, cigarette lighters, vacuum cleaners

- End of Protestant ethic of “plain living”
  - New goods + middle class saving/spending = havoc
  - Americans “first importance to his country is no longer that of citizen but that of consumer. Consumption is a new necessity.”
Agriculture Suffers

- War boom into 1920 $\rightarrow$ demand down $\rightarrow$ prices drop
- 1926- foreclosure, bank failures in South
- Farms more mechanized $\rightarrow$ better crop yields, fertilizers, animal breeder $\rightarrow$ farmers as businessmen
- Recession $\rightarrow$ co-ops
  - Effort to bring order, crop contracts, uniform standards
  - McNary-Haugen Act (1927)
    - Farm surplus issue
- Political unity of S & W
**Labor Issues**

- Suffer from radical stereotype, open shops
  - Harding- advocated for collective bargaining, work day reduction
- “Yellow-dog” contracts
  - No union membership
- “Welfare capitalism”
  - Profit sharing, bonuses, pensions, health programs
- Gastonia Strike (Loray mill, NC)
  - Textile strikes, mills close (demobilization), wages cut, new tech. → United Textile Works (AFL)/NTWU → suppression of unions → violence → Nat’l Guard
CULTURE & ENTERTAINMENT
Mass Advertising

- joys of carefree consumerism
  - Impulse buying → better self-esteem

- “These standard advertised wares- toothpastes, socks, tires, cameras, instantaneous hot water heaters- were the symbols and proofs of excellence.” – Sinclair Lewis
ADVERTISING

→ demand for products

Bruce Barton

- Ad exec. & author
- *The Man Nobody Knows*
  - Jesus = founder of modern business (strong, world-conquering, work from bottom up)
  - Vs. “Sunday School Jesus” (weak, moral)

How?

- magazines = mass circulation
- Commercial radio
TRY THIS SURE WAY TO PROTECT YOUR GLAMOR

WHEN YOUR UNDERARM IS DRY, YOUR DRESS WILL NEVER SMELL

TONIGHT Make the "Armhole Odor" Test

Remember that wonderful man you met? The way he danced? And the telephone number he asked for and never used!

If you have ever been so horribly disappointed—make this simple test tonight. When you take off your dress, smell the fabric at the armhole. Its stale "armhole odor" will make it clear to you at last why women of taste and refinement insist on a deodorant that checks perspiration and keeps the underarm dry, as well as sweet.

If your underarm is dry, there can be no stale perspiration to collect on your dress and become more offensive each time you wear it!

Liquid Odo-Ro-No safeguards both you and your dress by keeping your underarm always dry. You can't be guilty of unpleasant "armhole odor." Start today to use Liquid Odo-Ro-No! In two strengths—Regular and Instant.

ODO-RO-NO
COMMUNICATION

- Motion pictures, radio, telephones
  - Impact social life
  - Homogeny over local/regional differences
    - “a nation which lives to the same pattern everywhere”
Radio

KDKA
- Pittsburgh, PA
- 11/2/1920

Commercial Radio
- NBC, CBS 1927
- Golden Age of Broadcasting
- Rudy Vallee- “The Dream Man”

"This is KDKA, of the Westinghouse Electric and Manufacturing Company, in East Pittsburgh, Pennsylvania. We shall now broadcast the election returns."
—Leo Rosenberg, on the very first radio broadcast by KDKA, November 2, 1920
ENTERTAINMENT

- Radio
- Movies- Hollywoodland, CA
- Sports
- Circus
- Rollercoasters
- JAZZ!
TRANSPORTATION: PLANES

- 1925- planes for airmail
- 1927- Lindbergh
  - NY – Paris (33 hrs., 30 min.)
- 1931- Earhart
  - ‘37- “just one more long flight.”
- Lockheed Co. (Vera)
- Pan American Airways
TRANSPORTATION: AUTOMOBILES

- Ford Model T
- “to democratize the automobile...everybody will be able to afford one, and about everyone will have one.”
  - Ford
  - 1908- $850; 1924- $290
- By 1929, 23 m. registered
  - = movement
- Mass production
- Transportation & tourism
- Suburbs
- Real estate boom
- = economic stimulation
  - Steel, rubber, glass, textiles, oil products
"I will build a car for the great multitude. It will be large enough for the family, but small enough for the individual to run and care for. It will be constructed of the best materials, by the best men to be hired, after the simplest designs that modern engineering can devise. But it will be so low in price that no man making a good salary will be unable to own one – and enjoy with his family the blessing of hours of pleasure in God's great open spaces."
IMPACT OF THE TIN LIZZIE

➔ prosperity of 1920s
  • Impact on other industries
  • Cheap, available
    ◦ $850 ➔ $290

➔ social change
  • Positive & negative

Assembly Line
  • = mass production ➔ cheap goods
  • Frederick Winslow Taylor & scientific management
for the
YOUNG BUSINESS MAN

The Ford Runabout is a profitable partner and a happy companion for the boy who is making his mark in business and at school.

It reduces distance from a matter of miles to a matter of minutes. By saving time and effort, it makes longer earnings possible. And costing little to buy and keep going, it quickly pays for itself.

When vacation time rolls round the Runabout enables the young business man to reduce by hours the time between work and play.

Let us tell you how easy it is to buy a Ford on the Weekly Purchase Plan.

FORD MOTOR COMPANY, DETROIT, MICHIGAN

FORD Touring Car
$295

Of all the times of the year when you need a Ford car, this time is NOW!

Whenever you live—in town or country—owning a Ford car helps you to get the most out of life.

Every day without a Ford means lost hours of healthy motoring pleasure.

The Ford gives you unlimited chance to get away into new surroundings every day—a picnic supper or a cool spin in the evening to enjoy the countryside or a visit with friends.

These advantages make for greater enjoyment of life—but you must not relax at a cost so low that it will surprise you.

By stimulating good health and efficiency, owning a Ford increases your earning power.

Buy your Ford now or start weekly payments on it.
SIGNIFICANT ISSUES

- 1924- Bonus Bill
- 1925- Scopes Monkey Trial
- Marcus Garvey
- Kellogg-Briand Pact (1928)
  - NO USE OF WAR!